

TO: James Taylor
FROM: Karen Ando *KA*
SUBJ: Little Johnny Qualitative Research

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In late October, "Little Johnny's -- the new quick-smoke" concept and prototype were exposed to male and female Marlboro and Competitive smokers during 3 focus groups held in Seattle.

Following are key findings of qualitative reactions to the Little Johnny concept. Also attached is a copy of the concept statement exposed to respondents.

Key Findings:

Smokers did not receive the Little Johnny concept favorably.

The name Little Johnny was not judged to be desirable in a cigarette.

- Some felt it sounded too "silly", answering that they would not want to ask for "Little Johnny's" at retail.
- No respondents could recall any historical connections of "Johnny" to Philip Morris.

The Little Johnny prototype packaging did not elicit expectations of a quality cigarette.

- Based on the packaging, the respondents expected the cigarette to be "generic" or "lower quality".
- Some respondents felt the packaging looked "old", and must be geared to older smokers.

Additionally, no respondents could remember ever hearing the expression, "Call for Philip Morris".

cc: D. Ball
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